

A Page Devoted to the Automobile Industry

AUTO POLO GROWS TO BE REAL SPORT

Detroit, Mich., December 6.—Auto polo, originating last summer by credit Ford representatives at Wichita, Kan., has failed to take its place permanently among the thrilling sports. It will be played in many cities during the coming season.

Since the first games in the Kansas metropolises have given exhibitions in many of the large cities of the country, and have everywhere encountered enthusiastic reception.

The last game to cause a sensation was a grand old New York, where the contest took place within the classic confines of Madison Square Garden. It was witnessed by thousands.

The game is played with two Ford cars, stripped as far as it is possible to strip a car and still leave enough of it to be visible to the naked eye. In each car are a driver and a manager. The driver manages the car and the manager holds the long mallet in an endeavor to drive the ball—an ordinary basketball—across the goal of the opponent.

The tremendous speed at which the cars are driven, the marvelous skill displayed in turning and stopping them, the thrills which run through the audience when one or the other of the cars rolls over on its side, is righted again and resumes play, are among the things which have made the game a crowd-drawer.

Perhaps the most exciting moment of all is when the cars take their places at opposite ends of the field preparatory to commencing play. Then, when the whistle sounds, both dash at break-neck speed toward the ball in the center of the field, while the audience holds its breath. Suddenly from between the flying fighting demons, the ball emerges, the cars swerve sharply round in mad pursuit and the game is on.

Calloused metropolitan chauffeurs have been heard to murmur: "None of that in mine," as they watched some particularly daring feat of the contestants.

It is probable that next season will see many more auto polo teams in the field. If the way the crowds have turned out to the games so far can be taken as any criterion of their popularity.

Some of the most enthusiastic supporters of the new game even go as far as to predict that within the next three or four years each town will have its auto polo team and will belong to an auto polo league in much the same way as they now belong to baseball organizations. Perhaps this is a bit too sanguine, but certain it is the game that has come to stay.

COOPER RECOVERS FROM INJURIES

Earl Cooper, without a peer as a road race driver for the season of 1913, is well on the way to recovery from the injuries received in San Jose, Cal., Saturday, November 24. A cut in the face and two broken bones in his hand are the extent of his hurts, and his skill at the wheel will be in no way impaired.

One of the most prominent of the motor trade journals in America hails Cooper as the greatest of the racing stars of the season, and cites his record of five firsts and one second in six starts as the reason for awarding the laurels. Throughout the year's campaign, Cooper's car never was shot with any other than Firestone tires.

The Californians list of victories is as follows:
Brook 200-mile record at Fresno, February 10; second in San Diego road race, March 1; drove relief in Indianapolis races, Decoration Day; won Golden Potlach at Tacoma, July 6; Montanara Presto races at Tacoma, July 7; Santa Monica road races, August 5; first in Gordon 450 class, September 5; first in 100 free-for-all at

PARIS TO BUILD AUTO SPEEDWAY

A speedway at Paris, similar to that at Indianapolis, Ind., is proposed by M. Babilot, one of France's premier auto racing drivers. It is reported, Babilot would place a flat diamond-shaped track inside a buckled oval like that at Brooklands, so as to hold combination road and speedway meets. It is said, To stage both the Grand Prix de France and a contest similar to the 100-mile race at Indianapolis in one event is said to be his ambition. Dreams of his project were aroused by vivid accounts of Jules Gon's victory in last year's American sweepstakes, it is thought.

If Price is Your Problem, Then It's a Maxwell "25"--- If Not, Then Surely the "35"

NO, THIS AD IS NOT designed to sell Maxwell "25's"—can't supply the demand for that model now. Several thousand behind.

WHAT WE WANT TO SAY IS that if you are one of those misguided persons who, because of a difference of \$150 or so in price, are considering a car "as big" as the Maxwell "35" but selling for less and actually worth much less—

IF, IN SHORT, it's purely a matter of price, then save some real money—an amount worth while—and buy the best car in the world for \$750—the smaller Maxwell.

BUT IF YOU WANT a car larger than the "25," then buy one that is big not merely in cylinder bore and wheel base, but is big in value—made as it should be made—and sold at the lowest price such as a quality car must be sold to cover cost.

THIS MAXWELL "35" was designed for the man who wants a larger 5-passenger car—one of more imposing appearance—and who feels he can afford to pay more.

MERE SIZE, "rated" power or wheel base, do not indicate value at all. The car must be made right. No car in the world at less than \$1500 is better made than this Maxwell, which sells for \$1885 (with electric starter and light, \$1225). Let us show you the many points of superiority.

WE'LL SHOW YOU MORE difference in value than there is in price.

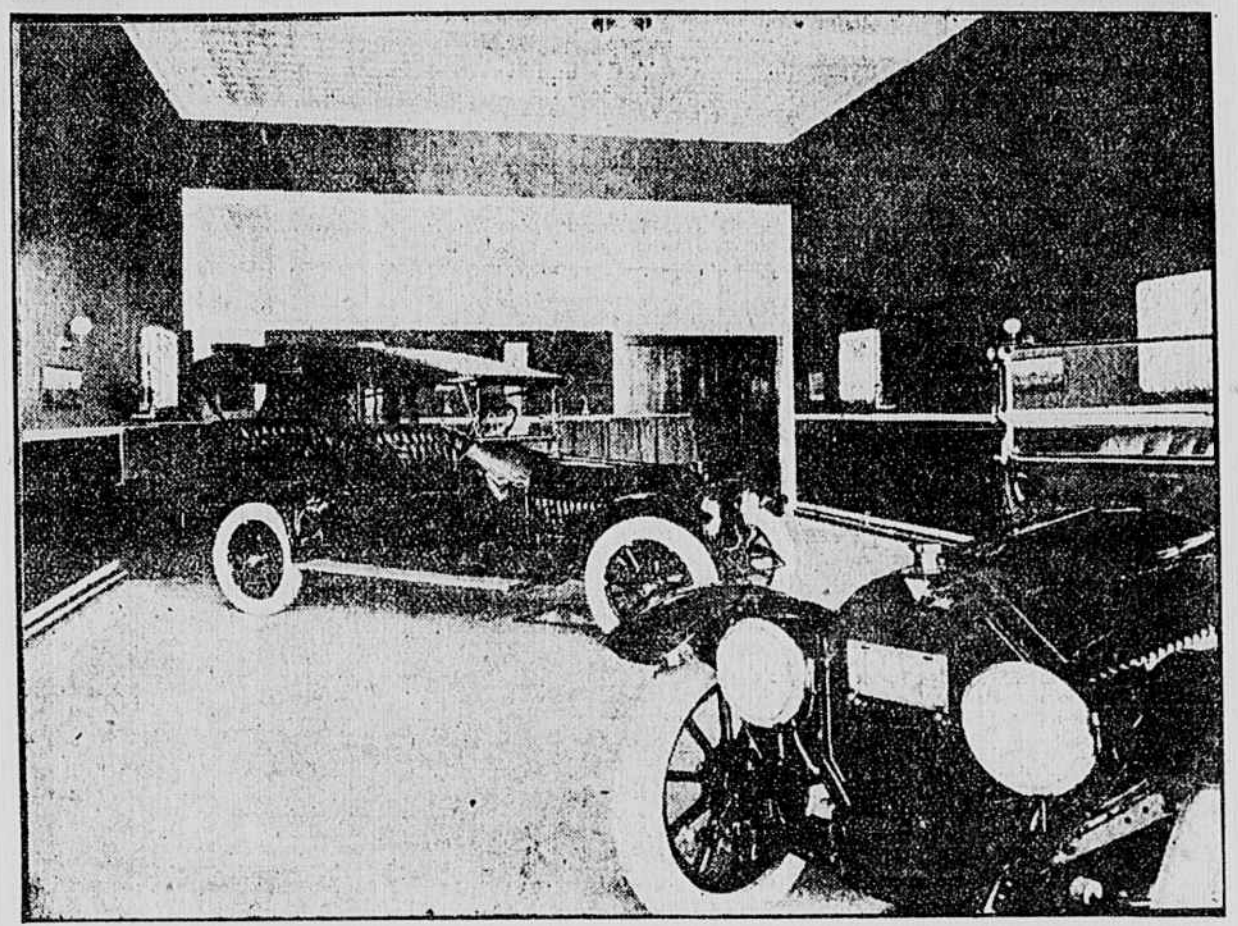
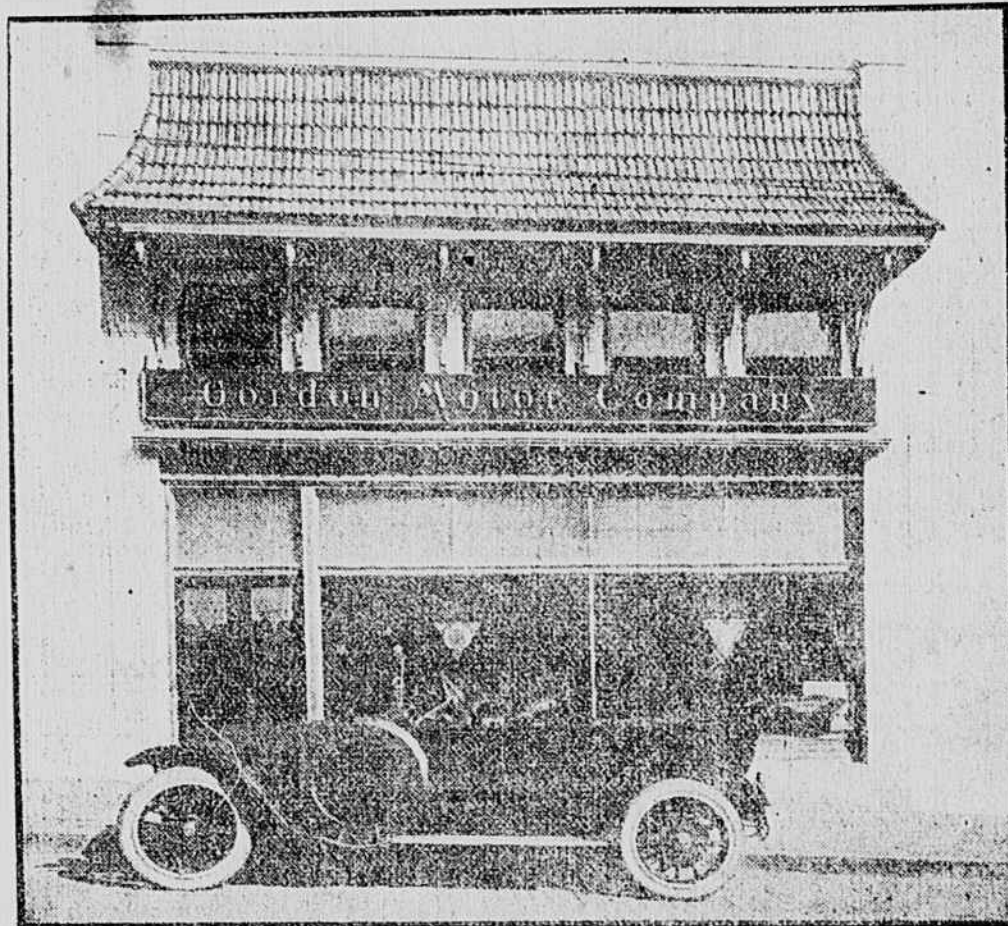
MAXWELL MOTOR CO.

Smith & Rawlings, Distributors.

No. 1629 West Broad Street,

Richmond, Virginia.

The Home of the Gordon Motor Company



Call and See the New Packard and Hudson

Gordon Motor Company
INCORPORATED

614 E. Main St.

Richmond, Va.

KAehler THINKS SERVICE COUNTS

That service, or the lack of it, makes or breaks an automobile company is the opinion of R. E. Kaehler, of the Kaehler Motor Company. Mr. Kaehler attributes not a little of the success

strict attention which has been paid to this feature of its entire history.

"It is one thing to manufacture a good car," says Mr. Kaehler, "and it is another thing to provide for the maintenance of the car once it has been built."

"Many car manufacturers commence on the theory that their chief aim should be to put on the market a car as nearly perfect as is possible for it to be, and then give very little attention to the service end of the business."

"The consequences of such a policy are bound to lead to but one place—failure. If the cause of the failure of some of the concerns that have gone on the rocks could be analyzed, in nine cases out of ten the prime cause would be found to be lack of proper service. This may have been the result of lack of foresight, or inability to keep up manufacture and service because of a lack of capital. The largest asset an automobile

company or, in fact, any company has, is satisfied customers. In other branches of business merchants constantly are trying to improve their equipment to keep customers contented with improved service.

"All the big automobile concerns of the day realize that this is the thing they must do to continue to grow. Generally speaking, it is the companies that have rendered the best services along with their cars that have prospered in the automobile world."

"If a man buys a car and some part of it breaks or becomes worn, he appreciates it if he can obtain a duplicate of the part broken immediately. But if he has to wait for a delayed requisition on the factory or some outside concern, maybe a couple thousand miles away, his patience is liable to become exhausted. A few occasions like this disgust him with his car, and when he gets another he will buy of a company that will give service."

"When there is the contingency of the temporary layup on the road, which, without service near at hand, means a haul into town behind a farmer's team."

SIX-CYLINDER CARS ADVOCATED

It is a fact not generally known, according to Mr. Miller, of the Gordon Motor Company, distributor of the Hudson motor-cars, that roads will last longer and hold their surface better when six-cylinder cars are used.

"It isn't weight of car, or suction due to tire pressure or speed alone that wears roads. It is the very delicate, though sometimes imperceptible, slipping and sliding of the wheels on the road surface. Were it possible to get rid, entirely, of the slipping and friction of wheels on the roads there would be comparatively little wear due to this cause."

"Now the six-cylinder motor-car, according to engineers, has less slippage of wheels on the road than has any other. The application of the power of the motor to the rear wheels, and through them to the surface of the tire resting upon the road, is so steady and free from jerks and jars that there is practically no slipping or rubbing against the road. This is proved by the much longer time that tires wear on a Hudson Six."

"In a recent test in Pennsylvania, a Hudson Six covered 5,000 miles, and the tires were still in good condition. A prominent four-cylinder car, over the same route at the same time, used up ten casings. The fact that the Hudson car is easy on tires shows conclusively that it is correspondingly easy on the road surface."

PAIGE-DETROIT CONQUERS ROADS

Every year in Kansas, Nebraska and Missouri, there is held, on the Saturday previous to Thanksgiving, a big football game in the city of Col-

umbia, Miss., that in interest and enthusiasm vies with the Army-Navy or Yale-Harvard classics of the East.

Not only is there a football game, but autoists have contributed their share in a big carnival following the game, which to some exceeds in interest the game itself. It is the practice at this time to drive in from various points in automobiles. Trips of from 100 to 250 miles are often made, and the spirit of the holiday lends a feeling of freedom characteristic of those Western States.

This year, owing to the poor roads

in that section of the country, many automobilists refused to attempt the run to Columbia in their cars. However, in Kansas City considerable interest was aroused, and seventy cars started from there in an attempt to make the trip in time for the big game.

Rain, mud, hills and veritable "sloughs of despond" were encountered, more than one car was abandoned in a ditch, while others stuck doggedly to the task, hoping to sometime reach a town or city. A wire received in Detroit stated that the Paige 25

was the only car of the entire seven-

ty-five to make the run through mud and water and arrive in time for the big game. This feat, wires our correspondent, has gone a long way toward convincing the public in this section of the country that the Paige is indeed a wonderful car when it comes to rough roads and heavy mud.

Sell Twenty Cars.

The Jones Motor Company sold one Cadillac in Petersburg to T. V. Short, and sold one in Charlottesville to E. L. Thurston last week. Twenty cars have been sold the last three months, though the season is very dull.



The Four That Makes the Six Unnecessary

Compare the Cadillac with its two speed rear axle, a feature which no other moderate priced car offers, with any six selling near its price.

The two speed rear axle combines all the advantages of both a normal and high geared car. This axle provides two different gear ratios, both on direct drive, and in combination with a three speed transmission gives six forward speeds and two reverse.

The regular direct drive provides ample power and exceptional ease of control for hills, bad roads and crowded city traffic.

The special direct drive for normal conditions show a gain of over 40 per cent in mileage for the same fuel consumption and motor speed, eliminates the noise, wear and tear of running the motor at excessive speeds, adds materially to the life and durability, and makes riding in the car feel like an airship.

If you believe in the efficacy of the "Missouri statement" phone for a demonstration.

The Jones Motor Car Co.
INCORPORATED

Allen Ave. and Broad Sts.

Phone, Monroe 463.